

Property Profile
10000 State St.









10000 State St., Sandy, UT 84070-4120

Market Specific Criteria	Geography List	Utah
Predominant Consumer Lifestyles	27.7% Blue-Chip Blues 22.5% Mobility Blues 19.5% Boomers & Babies 13.0% Family Scramble 8.9% Kids & Cul-de-Sacs 5.5% New Beginnings	5.5% Boomers & Babies 5.1% Big City Blend 4.7% Kids & Cul-de-Sacs 4.4% Town & Gowns 4.4% Single City Blues 4.2% Starter Families
2002 Population	22,460	2,296,798
2002 HHs	7,453	722,318
5 Year Market Growth	2.3%	6.5%
Business Population	11,481	1,148,991
Average HH Size	3.0	3.2
Median Age	28.9 years	27.2 years
Population Age Under 5	9.3%	9.3%
Population Age 5 - 14	15.8%	17.2%
Population Age 15 - 17	5.2%	5.6%
Population Age 18 - 24	13.1%	14.5%
Population Age 25 - 34	16.0%	14.2%
Population Age 35 - 44	13.2%	13.0%
Population Age 45 - 54	11.3%	11.0%
Population Age 55 - 64	7.2%	6.8%
Population Age 65+	8.9%	8.4%
White/ Blue Collar Ratio	54.6% / 45.4%	58.7% / 41.3%
Education Level	16.9% 4+ yrs college 28.8% <4 yrs college	21.7% 28.0% 4+ yrs college
Average HH Income	\$64,015	\$65,291 <4 yrs college
Median HH Income	\$52,525	\$51,893
Per Capita Income	\$21,242	\$20,533
Income \$35,000-\$49,999	16.1%	16.5%
HH Income \$50,000+	53.4%	52.1%
HH Income \$75,000+	27.7%	28.6%
HH Income 100,000+	13.2%	15.0%
Homeowners %	69.1%	71.6%
Ethnicity	90.4% White 0.8% Black 2.6% Asian Pac. Isl. 8.0% Hispanic	88.8% White 0.8% Black 2.4% Asian Pac. Isl. 9.6% Hispanic

Consumer Lifestyle Profile

(Geography List)
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Cluster Name Socio-Economic Rank % of Total Households						
	Blue-Chip Blues Middle 27.7%	Mobility Blues Middle 22.5%	Boomers & Babies Upper Middle 19.5%	Family Scramble Lower Middle 13.0%	Kids & Cul-de-Sacs Affluent 8.9%	New Beginnings Middle 5.5%
Predominant Characteristics	Upscale blue-collar families	Young blue-collar/service families	Young white-collar suburban families	Low-income Hispanic families	Upscale suburban families	Young mobile city singles
	Dual income, high school educated	Ethnically mixed and very mobile	Ranks second out of all clusters for married couples with children	Ranks third in Hispanic population	Ranked first in married couples with children	Magnet for many young, well-educated minorities
	Large suburban families	Have large families with children	Ranks first in total households with children	Has an above-average number of Native Americans	Large 4+ person families	Some are divorced, and many are single parents
	Concentrated in the Great Lakes area	High Hispanic population	Live mostly in the Western United States	Display all the scars of poverty	Family governs its lives and activities	Live in multi-unit rentals
Ethnic Diversity	<i>Predominantly White</i>	<i>Ethnically Diverse, High Hispanic</i>	<i>Predominantly White, High Asian, High Hispanic</i>	<i>Predominantly Hispanic</i>	<i>Dominant White, High Asian</i>	<i>Ethnically Diverse</i>
Family Type	<i>Married Couples with and without Children</i>	<i>Married Couples with Children, Single Parents</i>	<i>Married Couples with Children</i>	<i>Singles, Single Parents, Married with Children</i>	<i>Married Couples w/Children</i>	<i>Singles</i>
Key Housing Type	<i>Owners Single Unit</i>	<i>Renters Multi-Unit 2-9 and 10+</i>	<i>Owners Single Unit</i>	<i>Renters Multi-Unit 2-9</i>	<i>Owners Single Unit</i>	<i>Renters Multi-Unit</i>
Predominant Age Ranges	<i>35 to 64</i>	<i>Under 18, 25 to 34</i>	<i>Under 18, 25 to 44</i>	<i>Under 18, 25 to 34</i>	<i>Under 18, 35 to 54</i>	<i>18 to 44</i>
Education	<i>High School, Some College</i>	<i>High School, Some College</i>	<i>Some College</i>	<i>Grade School, High School</i>	<i>College Graduates</i>	<i>College Graduate</i>
Employment	<i>Blue-Collar / White-Collar</i>	<i>Blue-Collar / Service</i>	<i>White-Collar</i>	<i>Service / Blue-Collar</i>	<i>White Collar / Professional</i>	<i>White-Collar</i>
Median Income	<i>Middle / \$47,500</i>	<i>Middle / \$33,600</i>	<i>Upper Middle / \$51,200</i>	<i>Lower Middle / \$20,600</i>	<i>Affluent / \$61,600</i>	<i>Middle / \$35,600</i>
Publications	<i>Elle, Car Craft, Chicago Tribune, Runner's World, Popular Science, Muscle & Fitness, Bride's, Inside Sports</i>	<i>Boating, Flower and Garden, Sport, Modern Bride, Road & Track, Parenting, Family Handyman, Home</i>	<i>USA Today, Sporting News, Consumer's Digest, Working Mother, Inc., Business Week, Allure, Metropolitan Home</i>	<i>Baby Talk, Family Handyman, Hunting, Seventeen, Parenting, Hot Rod, Woman's World, Star</i>	<i>Skiing, Money, Business Week, Working Woman, Baby Talk, GQ, Consumer's Digest, Personal Computing</i>	<i>Inc., Byte, Harper's Bazaar, Spin, Working Mother, Baby Magazine, Modern Bride, Cosmopolitan</i>